



Great Britain Tourism Survey

February 2017



Summary of Results GB And England

Trips

Nights

Headlines

February 2017



-4%

-4%

- There were 7.3 million domestic overnight trips in GB in February 2017, which is down from 7.6 million in February 2016.
- The number of nights decreased to 17.9 million.



-1%

-3%

- There were 6.2 million domestic overnight trips to England in February 2017, down by -1% on the same month last year.
- Bednights decreased by -3% to 14.7 million.

YEAR-TO-DATE



-7%

-7%

- In the year to February 2017, GB trips were down -7% to 12.9 million, compared to 13.8 million in the same period in 2016.
- Nights were also down for the year to date by -7% respectively.



-5%

-7%

- In the year to February 2017, trips to England were down -5% to 11 million from 11.6 million in 2016.
- Nights were down by -7% to 25.7 million.

Weather




Context


- February began unsettled and mild. The rest of the first half was colder and quiet. The second half of February was mild. Storm Doris brought damaging winds to parts of England and Wales on the 23rd, and significant snow to parts of Scotland.


Summary of Results England

YEAR-TO-DATE (Jan–February 2017)

Trip Characteristics

	Trips	Nights	PURPOSE
	-4%	-5%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to February 2017 decreased by -4% compared to the same period last year, with 3.9 million trips recorded. Nights decreased by -5% to 9.3 million.
	-5%	-5%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES decreased by -5% to 4.8 million, with bednights decreasing by -5% too. Non-holiday VFR is down by -8%, and holiday VFR is down by -4%.
	-4%	-15%	<ul style="list-style-type: none"> BUSINESS trips have also decreased for the January to February period, down by -4% to 2 million. Nights decreased compared to the same period in 2016, by -15%.

	35-44	55+	Class DE	TRIP TAKERS
	+1%	+4%	+9%	<ul style="list-style-type: none"> Trips have decreased among all age groups except 35-44s and 55+ and decreased amongst all social grades, except DEs. The biggest increase has been among those aged 55+ (+4%) and in social class DE (+9%).

	North West	London	Seaside	REGION & DESTINATION TYPE
	+14%	+14%	+5%	<ul style="list-style-type: none"> The biggest increases in the year to date have been for the North West and London (both up +14%). The greatest increase in destination type has been for the seaside (+5%).

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

February 2017

JAN - February 2017

Trip

Spend

Trip

Spend



-3%

+8%

+2%

+6%

- In February, trips by Brits overseas decreased by -3% whilst and the expenditure on those trips increased by 8%.
- In the year to date, overseas trips were up by +2%. Expenditure also increased, by +6%.

Other Tourism Surveys

February 17

Room

Bedspace

OCCUPANCY



-1%

0%

- Room occupancy in England in February decreased by -1% compared to 2016 at 63%, while bedspace remained unchanged at 46%.

Dec-February 17

Volume

Spend

DAY VISITS



+9%

+11%

- The number of tourism day visits in England in the period December 2016 to February 2017 increased by +10% compared to 2016, to 362.3 million
- The value of those visits increased by +11% to £12.6 billion

Jan 17

Attractions

Accommodation

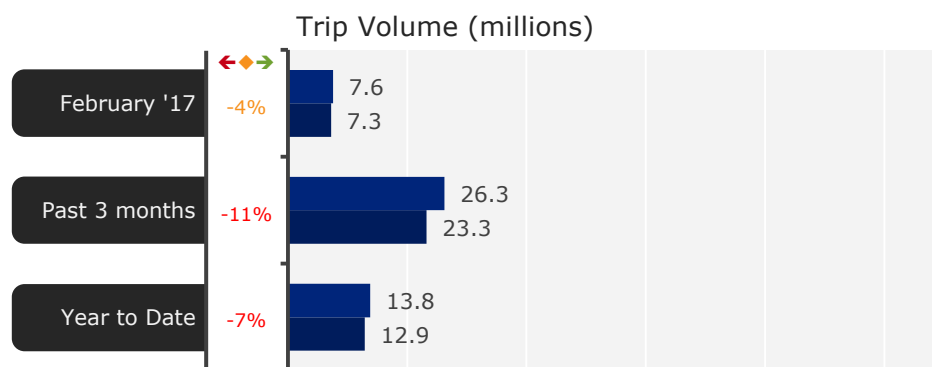
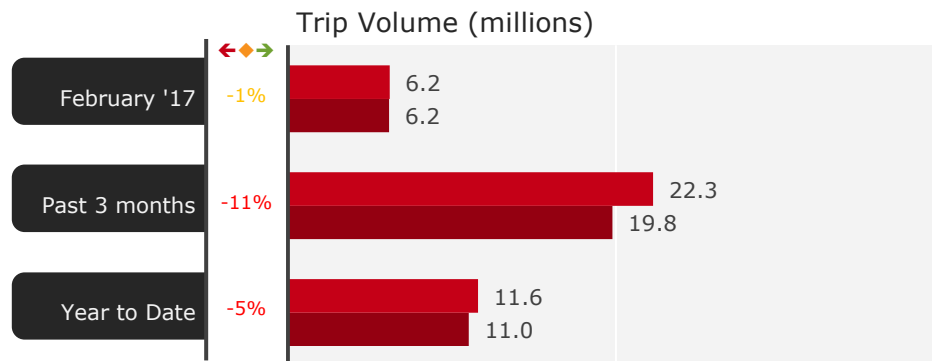
TOURISM BUSINESS MONITOR



- Attractions businesses reported an increase in visitor numbers for the period from January to the end of March compared to the same period last year. Many accommodation businesses reported the same numbers or a decrease.

Headline Data GB and England

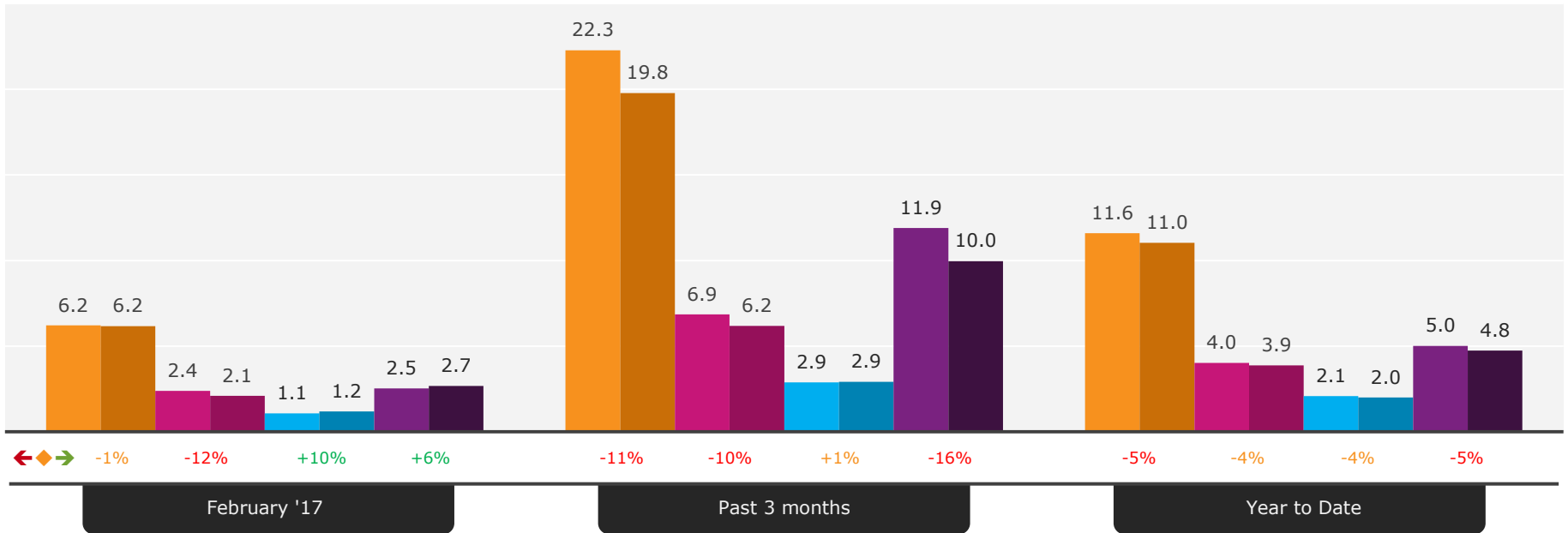
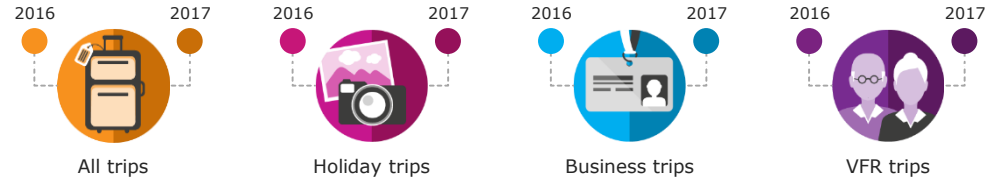
Volume and spend (2016 vs 2017)



◀◆▶ % change vs 2016

Trips England

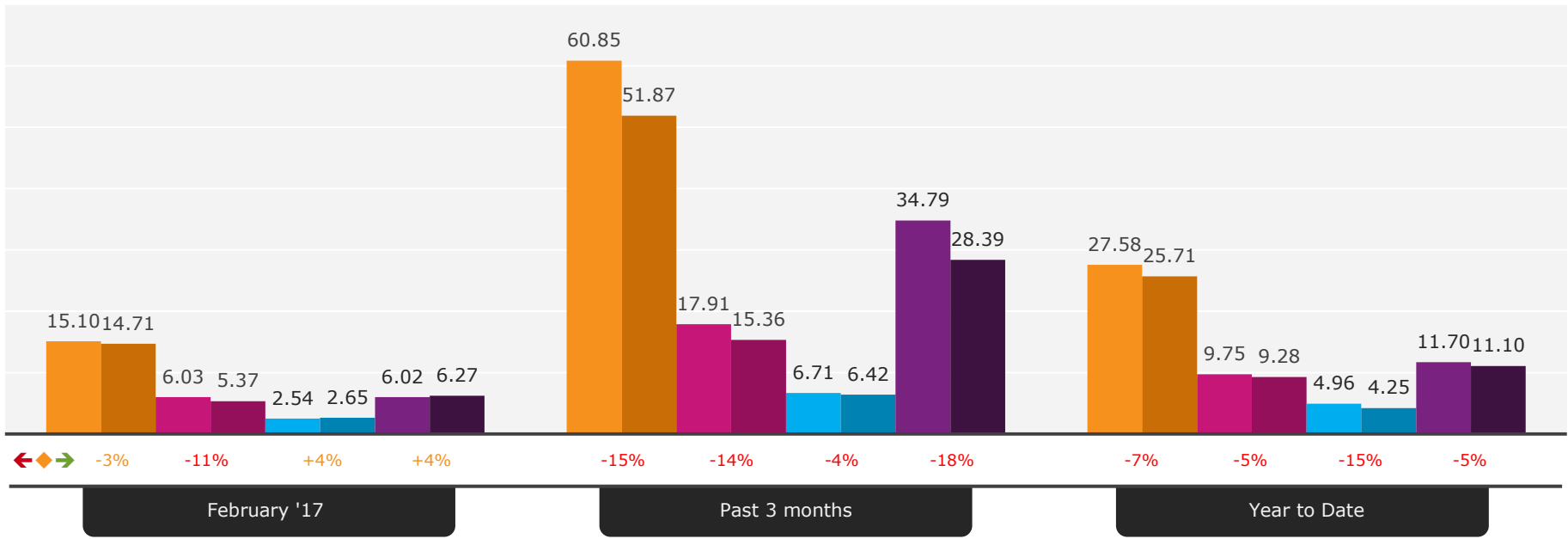
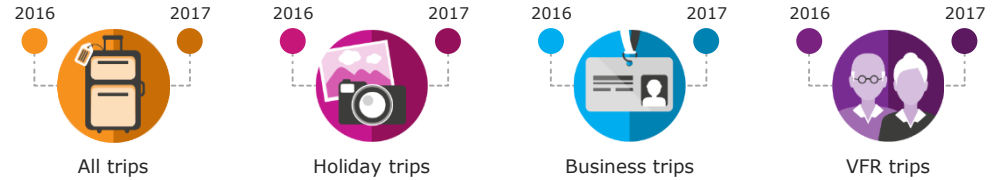
Volume of trips (millions) (2016 vs 2017)



◀▶ % change vs 2016

Nights England

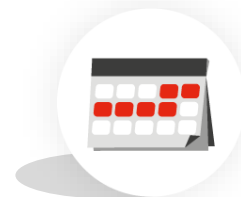
Volume of nights (millions) (2016 vs 2017)



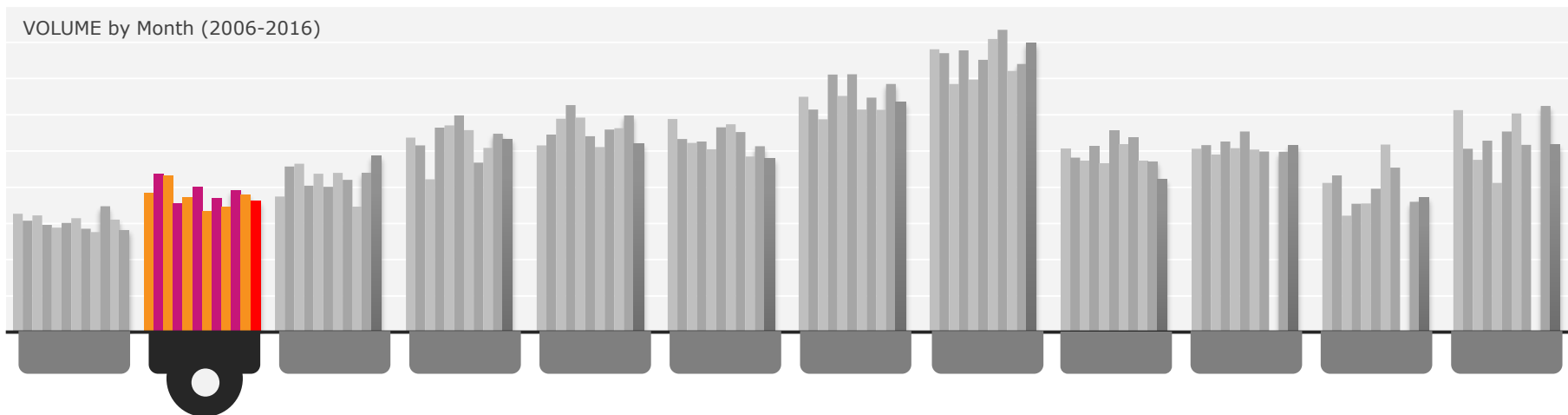
◀▶ % change vs 2016

Long Term Trends by Month GB

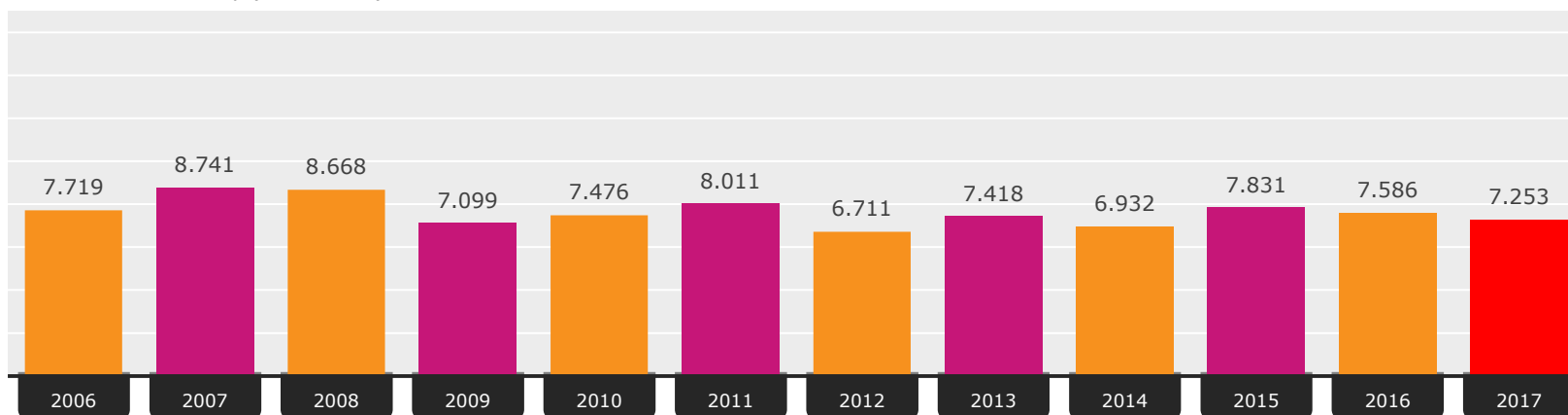
2006-2017 (millions)



VOLUME by Month (2006-2016)



VOLUME - February (2006-2017)



Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

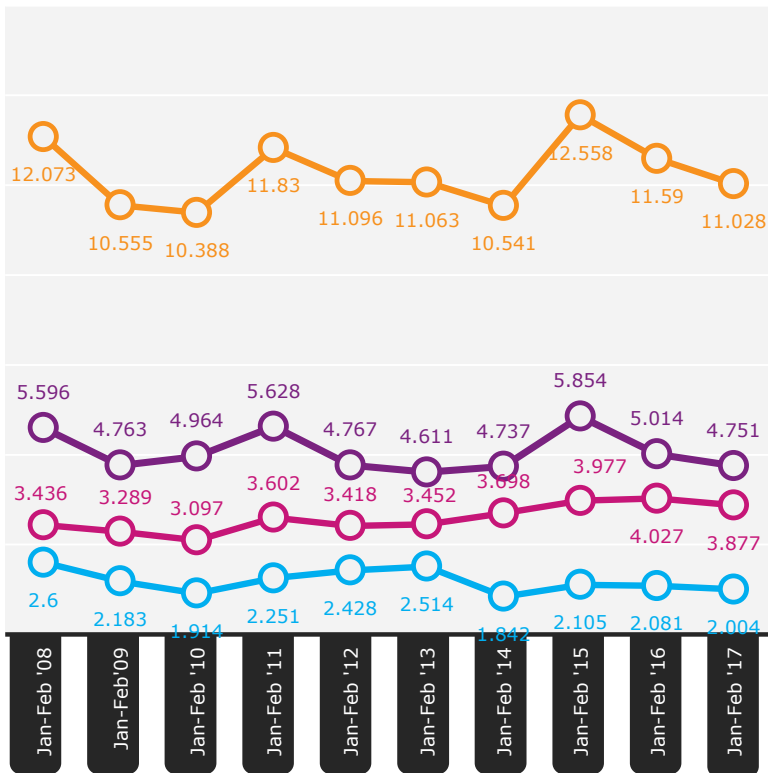


Business Trips



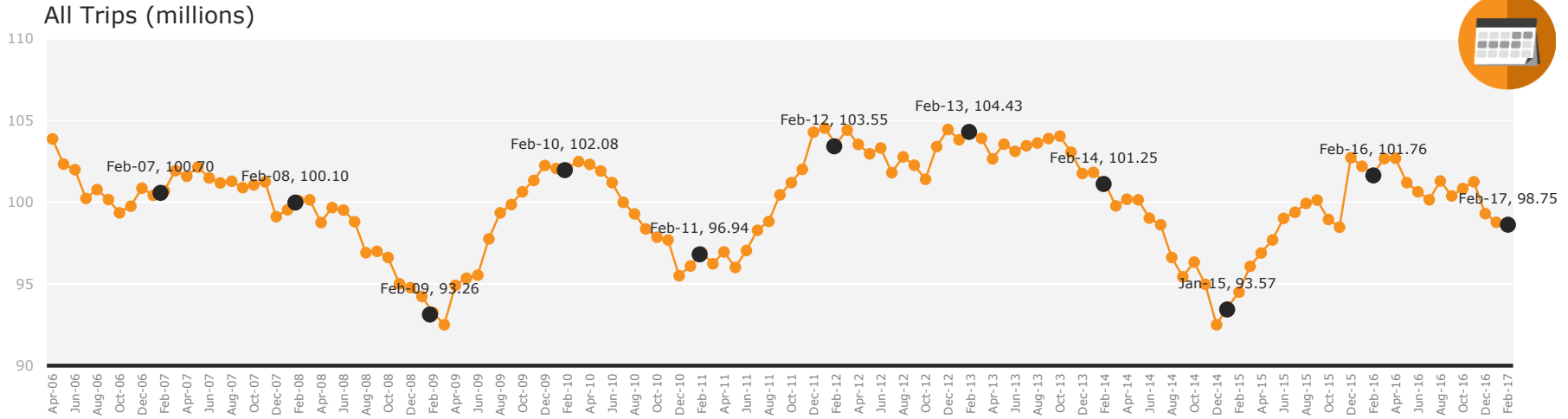
VFR Trips

Trip Volume (millions)



Rolling 12 Month Trendlines England

All trips and spend



Rolling 12 Month Trendlines England

Trips by purpose (millions)



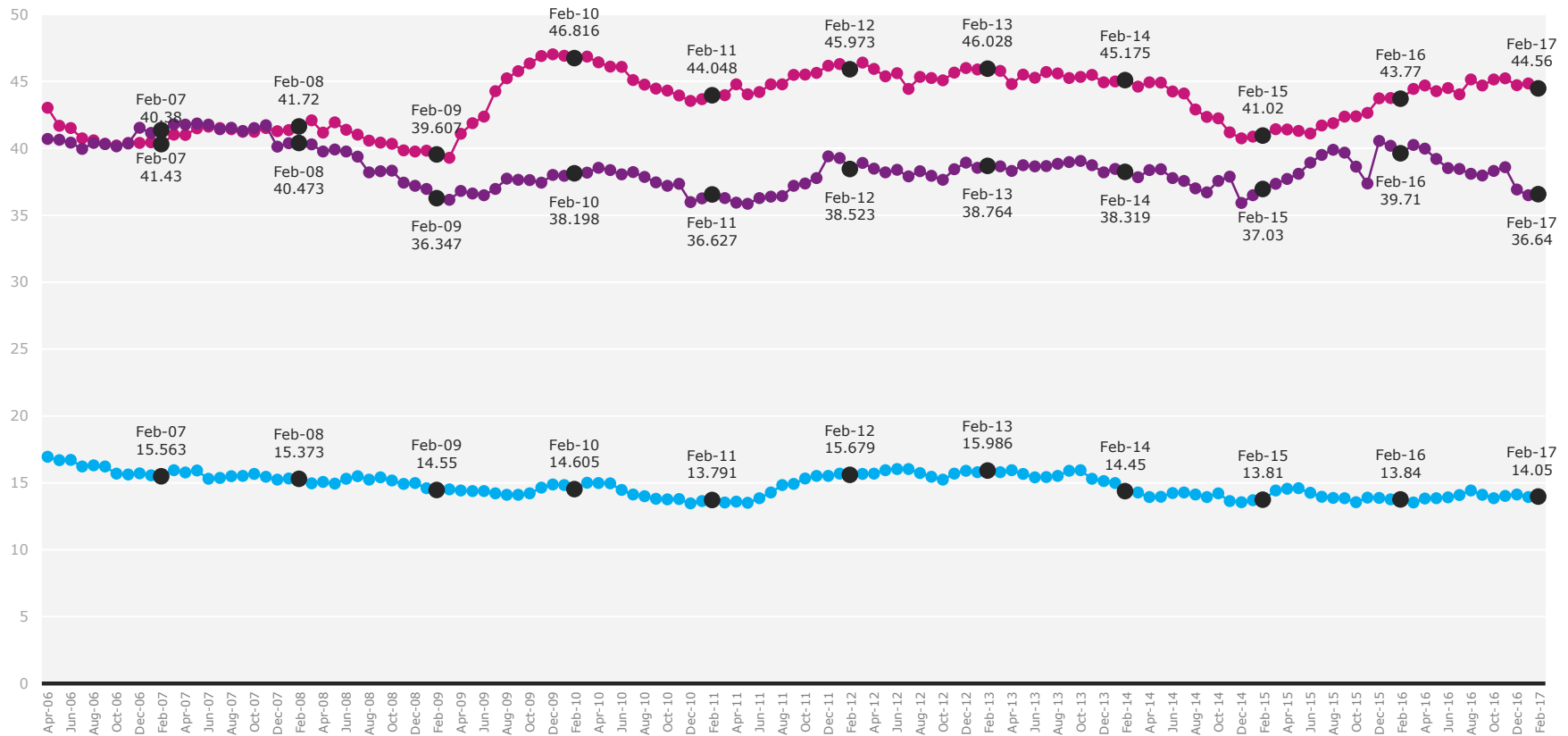
Holiday trips



Business trips

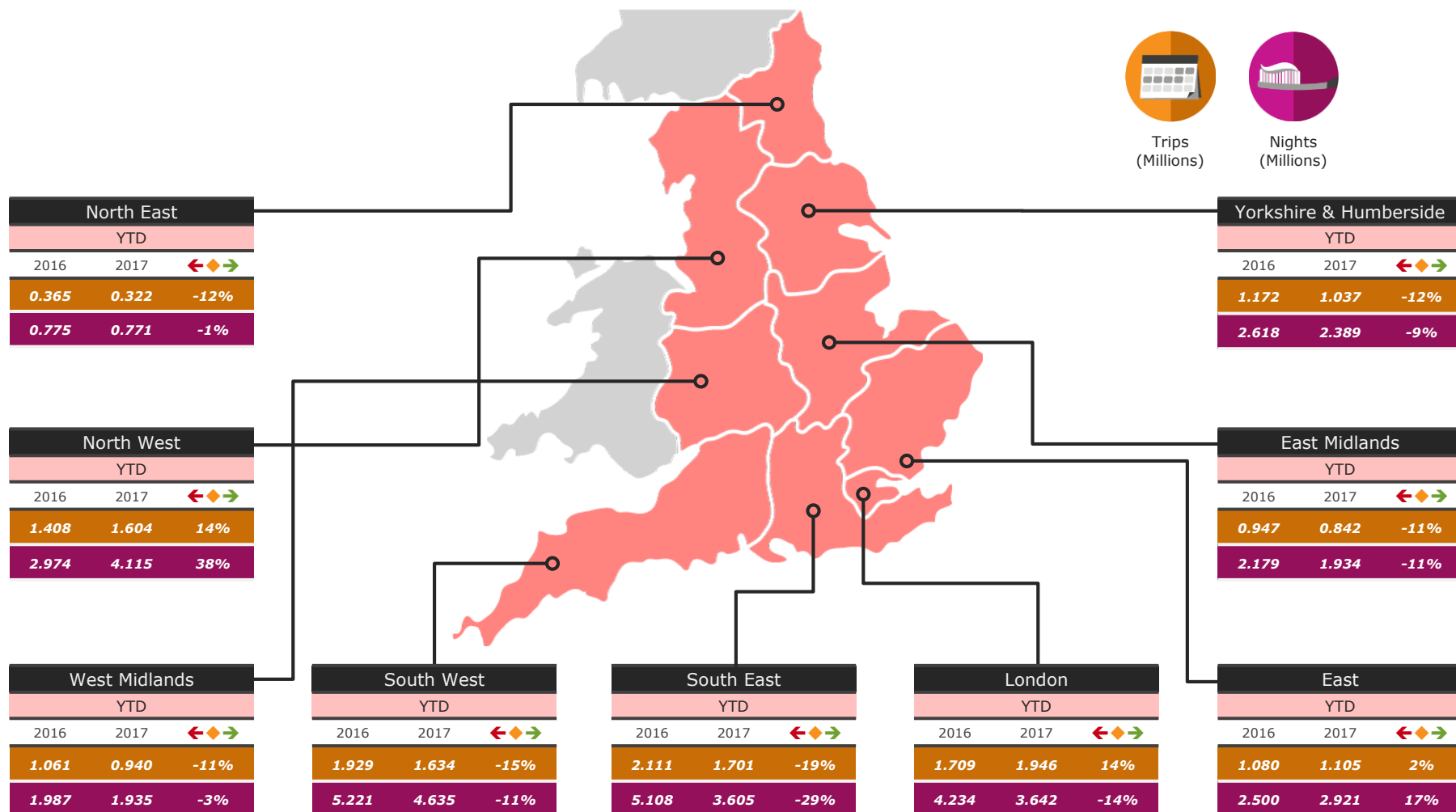


VFR trips



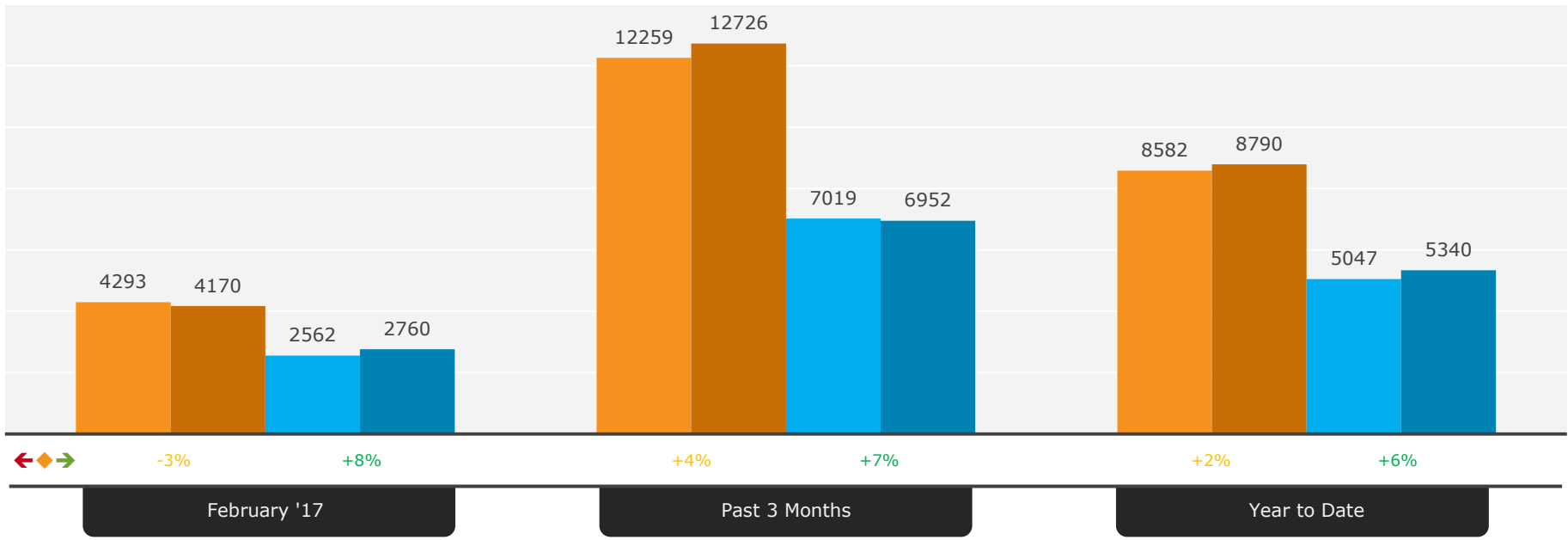
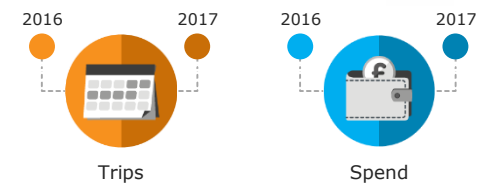
Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)






◀◆▶ % change vs 2014

Appendix: Domestic Tourism England










Trip characteristics (Year-To-Date: Jan-February 2017)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	4.026	3.218	0.808	3.092	7.117	1.913	5.005	2.081
	2017	3.877	3.241	0.636	2.984	6.861	1.767	4.751	2.010
	◀◆▶	-4%	-1%	-21%	-3%	-4%	-8%	-5%	-3%
NIGHTS Millions	2016	9.783	5.658	4.125	7.347	17.131	4.314	11.661	5.010
	2017	9.279	5.711	3.568	7.574	16.853	3.525	11.098	4.576
	◀◆▶	-5%	1%	-14%	3%	-2%	-18%	-5%	-9%

REGION





										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS Millions	2016	1.061	1.080	0.947	1.709	1.408	0.365	2.111	1.929	1.172
	2017	0.940	1.105	0.842	1.946	1.604	0.322	1.701	1.634	1.037
	◀◆▶	-11%	2%	-11%	14%	14%	-12%	-19%	-15%	-12%
NIGHTS Millions	2016	1.987	2.500	2.179	4.234	2.974	0.775	5.108	5.221	2.618
	2017	1.935	2.921	1.934	3.642	4.115	0.771	3.605	4.635	2.389
	◀◆▶	-3%	17%	-11%	-14%	38%	-1%	-29%	-11%	-9%





◀◆▶ % change vs 2016






Appendix: Domestic Tourism England



Trip characteristics (Year-To-Date: Jan-February 2017)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	1.592	5.813	2.479	1.819
	2017	1.666	5.913	2.098	1.378
	◀◆▶	5%	2%	-15%	-24%
NIGHTS Millions	2016	4.914	12.451	5.572	4.612
	2017	4.760	13.281	4.139	3.519
	◀◆▶	-3%	7%	-26%	-24%

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	5.219	3.606	1.590	1.166
	2017	4.829	3.525	1.413	1.268
	◀◆▶	-7%	-2%	-11%	9%
NIGHTS 000s	2016	11.548	8.853	4.341	2.879
	2017	10.915	7.819	3.780	3.526
	◀◆▶	-5%	-12%	-13%	22%

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	1.520	1.978	2.038	2.601	3.444
	2017	1.438	1.860	2.053	2.108	3.576
	◀◆▶	-5%	-6%	1%	-19%	4%
NIGHTS Millions	2016	3.287	4.792	4.869	5.879	8.793
	2017	4.021	3.835	4.451	4.507	9.225
	◀◆▶	22%	-20%	-9%	-23%	5%

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	3.426	8.154
	2017	3.128	7.906
	◀◆▶	-9%	-3%
NIGHTS 000s	2016	7.899	19.721
	2017	6.950	19.091
	◀◆▶	-12%	-3%

◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-February 2017)



Accommodation

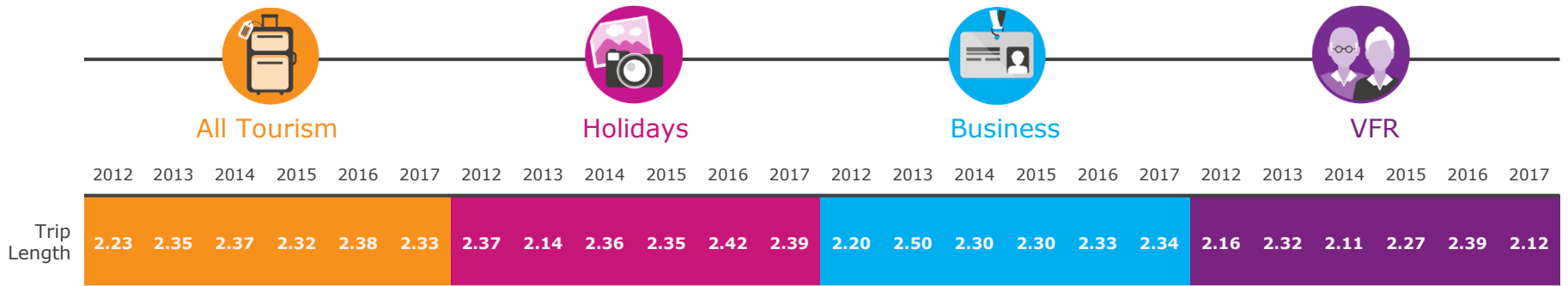


		Commercial Accommodation	(a) Serviced accom	(b) Hotel/motel/guest house	(c) Bed & Breakfast	Total self-catering rented	(a) Camping & Caravanning (inc. owned caravans)	(b) Other self-catering rented	Hostels*	Own home/friends'/relatives'
TRIPS Millions	2016	6.113	5.449	4.856	0.413	1.215	0.364	0.841	0.289	4.881
	2017	6.205	5.408	4.655	0.582	0.825	0.232	0.642	0.289	4.564
	◀◆▶	2%	-1%	-4%	41%	-32%	-36%	-24%	-13%	-6%
NIGHTS Millions	2016	13.194	10.783	9.095	0.880	4.505	0.866	3.566	2.289	12.138
	2017	14.029	10.934	8.859	1.585	2.784	0.684	2.210	2.129	11.028
	◀◆▶	6%	1%	-3%	80%	-38%	-21%	-38%	7%	-9%

*caution small sample size ◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Year to date average trip length, spend/night, spend/trip



Note about these results:

The GB Tourism Survey is a survey of British residents, in which 2000 respondents are interviewed each week, making a total of 100,000 each year.

Any respondent having taken one or more overnight trips in the previous 4 week period is asked to describe the details of trips taken. Each year, data from around 17,000 trips is collected, and this is subsequently grossed up to provide population estimates. Full details of the survey methodology can be found at: <https://www.visitbritain.org/archive-great-britain-tourism-survey-overnight-data>

On an annual basis, the survey is extremely robust, with a confidence level for England data at +/- 3% at the 95% level for the number of trips and nights measured, and +/- 4% for the expenditure figure.

For shorter time periods and for other subsets of the data such as region or trip purpose, the margin of error is wider – guidance on confidence intervals at national and regional level for annual and quarterly data is provided on the next page.

For any questions about data interpretation, please contact VEResearch@visitengland.org

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Users wishing to include results from this survey within a press release should contact Charlotte Sanders in the VisitEngland Press Office charlotte.sanders@visitengland.org for review prior to external release.

GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	5.7%	3.1%	7.0%	3.4%	8.7%	4.0%
England Total	6.0%	3.3%	7.6%	3.7%	9.6%	4.3%
East	17.7%	8.6%	29.1%	10.8%	26.8%	12.4%
East Midlands	21.5%	9.9%	39.0%	12.7%	34.0%	14.8%
London	17.3%	8.8%	19.5%	9.8%	26.2%	13.2%
North East	25.8%	13.9%	39.2%	16.0%	30.4%	15.8%
North West	14.5%	7.3%	17.8%	9.7%	20.3%	10.5%
South East	14.6%	7.2%	19.2%	8.4%	31.5%	10.6%
South West	13.3%	6.5%	16.5%	7.2%	22.5%	8.8%
West Midlands	20.0%	10.5%	27.2%	13.9%	27.6%	15.1%
Yorks & Humb	16.2%	8.2%	23.1%	9.8%	22.4%	11.4%

Based on Quarter 1